

External Communication Plan for Waste Management Program Redesign

1. PURPOSE AND SCOPE

1.1 Purpose of the Procedure

To define the procedure for communicating with external parties interested in the Waste Management Program's redesign activities and decisions.

1.2 Scope of the Procedure

This procedure applies to communicating with external parties the Waste Management Program's redesign activities and decisions. This involves both communication initiated by the Waste Management Program and inquiries received by the program

2. ABBREVIATIONS, TERMS, AND DEFINITIONS

- externals – individuals or groups concerned with or affected by the program redesign plans of the Bureau and Department. The externals include the Solid Waste Management Team and EMS External Stakeholder Group
- WaMT – Waste Management Team
- WMPR – core membership of the Waste Management Program Redesign work group
- AWT – Air and Waste Division, and/or, Air and Waste Management Team.
- DLT – Department Leadership Team.
- Solid Waste Management Team (formerly know as the Technical Advisory Committee or TAC).
- EMS External Stakeholder Group.

3. REFERENCES

- **ISO 14001**, section 4.4.3, Communication, requires the following:
With regard to its environmental aspects and environmental management system, the organization shall establish and maintain procedures for
 - a) Receiving, documenting, and responding to relevant communication from external interested parties
 - b) The organization shall consider processes for external communication on its significant environmental aspects and record its decisions.
- **WDNR Media Relations Handbook**, 8505.1
- **WDNR Public Participation Manual**, 8510.5
- **Developing and implementing a Public Involvement Plan according to the Department's Public Participation Manual**, 8510.5
- **WDNR Web Content Manual**
- **Wisconsin Open Records Law**, s. 19.21 thru 19.39, WI Stats.
- **WDNR Manuals and Handbooks**
- **Human Resources guidelines.**
- **Bargaining Units guidelines.**

4. RESPONSIBILITIES AND PROCEDURE FOR EXTERNAL COMMUNICATION

4.1 Appropriate Methods of Communication:

- 4.1.1 General information to interested parties, non-confidential:

The WMPR as represented by the Bureau Director shall share general information that is not considered to be confidential with external interested parties about the program redesign plan(s), procedures, and documents using the internet, meetings, letters, and other appropriate documents.

Records of such communication shall be kept by the WMPR and/or the Bureau Director on its behalf.

- 4.1.2 Responses to inquiries from external interested parties, non-confidential: The WMPR as represented by the Bureau Director shall respond to inquiries from external interested parties by first determining if the information requested is of a confidential nature and then determining the appropriate response.

A response that involves confidential information shall include only general non-confidential information and response, but shall include a statement referencing what information is confidential (if any) and that we cannot provide a specific response about that confidential information at this time.

Generally responses to external interested party inquiries regarding the program redesign plan(s), procedures, and documents shall be made using the internet, meetings, letters, and other appropriate documents.

In the case of media contacts, Regional Mgt. should be notified immediately of such contact, and in turn communicated to the Secretary. The appropriate public information office should be involved in crafting any responses to these inquiries.

The WMPR and/or the Bureau Director on its behalf shall keep records of such communication.

- 4.1.3 Information to and responses to inquiries from external interested parties, confidential:

There may be cases when the Waste Program or Department must communicate with certain external interested parties, confidential information regarding program redesign and associated procedures and documents. In those cases, this communication will be made by the Secretary with involvement from the A&W Team and DLT level managers as appropriate. Such responses may likely require the assistance of the Waste Bureau Director and the WaMT. These confidential responses shall be handled and kept in accordance with the DNR's policies and procedures.

Records of such communications are the responsibility of the signatory. Open records law must be addressed and considered also.

- 4.1.4 Management channels should be used to disseminate any non-confidential external communications regarding program redesign. When this method is used, each management level shall be reminded of their responsibility to communicate the information to their staff, and the timeframe for doing so. Generally, these communications will be initiated by the Secretary, the DLT, AWT, or the Bureau Director.

4.2 Responsible Persons and Suggested Methods:

| TYPE OF INFORMATION | PERSON RESPONSIBLE | AUDIENCE | SUGGESTED METHOD |
|---|--|--|--|
| General information about the program redesign to external interested parties, non-confidential | Bureau Director on behalf of the WMPR | Externals | Written via emails, internet and letters. Verbally through meeting presentation. Written through handouts. Communicate within 30 days of a decision. |
| General information about the program redesign process responding to inquiries by external interested parties including unions, non-confidential | Bureau Director on behalf of the WMPR, Waste Management Team with input from DLT and AWT | External interested parties with inquiries. | Initial response should be made within 1 day of the inquiry to acknowledge and clarify the inquiry. Bring to the WMPR and possibly WaMT for a decision and delegate within 14 days of inquiry. Verbally through meeting presentation. Written through meeting handouts. Written via the internet, emails and letters. Communicate final response to external party within 30 days of inquiry. |
| Specific information to and responses to inquiries from external interested parties including unions, confidential (Includes informing the inquirer that we cannot provide confidential information at this time) | Secretary, DLT, AWT | External interested parties with inquiries of a confidential nature. | Initial response should be made within 1 day to acknowledge and clarify the inquiry. Bring to the WaMT and AWT for decision and delegate within 14 days of inquiry. Verbal, confidential. Written letter, confidential. Communicate final response to external party within 30 days of inquiry. |

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| Internal communications regarding communications with external interested parties | Secretary, DLT, A&W Division Leader, AWT, Bureau Director, WaMT | Department, division, and/or program staff. | <p>Bring to the AWT for a decision and delegate within 14 days of external inquiry.</p> <p>Verbal with email follow-up. Internal email or memo in email.</p> <p>Communicate back to external party within 30 days of inquiry.</p> |
| General information about program redesign to the media | Bureau Director on behalf of the WMPR with input from DLT, WaMT, AWT, and PIO | Media – TV, Radio, newspaper, magazine, newsletter | <p>Initial response to media contact within 1 day to acknowledge and clarify the media request.</p> <p>Bring to the WaMT for a decision and delegate within 14 days of media contact.</p> <p>Verbal through phone or in-person interview. Written through letter. Written through press release, article, or newsletter.</p> <p>Communicate back within 30 days of media inquiry.</p> |
| Information about program redesign to the Governor and/or legislature | Secretary, DLT, AWT | Governor and legislature | <p>Initial response to media contact within 1 day to acknowledge and clarify the media request.</p> <p>Bring to the WaMT for a decision and delegate within 14 days of inquiry.</p> <p>Verbal, email, memo, or letter.</p> <p>Communicate back to gov./leg. within 30 days of initial inquiry.</p> |

4.3 EXTERNAL COMMUNICATION LOG FORMAT v1.0

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